

Agri-Benchmarking Monthly Sales Form

Please fill in ALL fields.

Month Reporting *	<input type="text" value="mm/dd/yyyy"/>	Member Number *	<input type="text" value="Assigned Member #"/>
Group Name *	<input type="text" value="- Choose -"/>	# of People Who Attend *	<input type="text" value="# of People"/>
\$ Labor Costs *	<input type="text" value="\$ (No Benefits)"/>	\$ E-Commerce Sales *	<input type="text" value="\$ (Non-Ticket Sales)"/>

Enter Itemized Sales

Number value only. Ex. \$50,000 Enter as 50000 (No commas or decimals) Please see "Category Qualifiers" on the right for questions regarding which items to categorize.

Off-Site Farmers Market *	<input type="text" value="\$"/>	Retail Agriculture Products *	<input type="text" value="\$"/>
Wholesale Agriculture Products *	<input type="text" value="\$"/>	Pick Your Own Sales *	<input type="text" value="\$"/>
Pick-Your Own Admission Sales *	<input type="text" value="\$"/>	Entertainment & General Admission Entry Sales *	<input type="text" value="\$"/>
Entertainment Pay to Play/Extra Sales *	<input type="text" value="\$"/>	Festival, Events	<input type="text" value="\$"/>
Food Consumed On The Farm *	<input type="text" value="\$"/>	Garden Center Sales *	<input type="text" value="\$"/>
Bakery *	<input type="text" value="\$"/>	Value Added Sales *	<input type="text" value="\$"/>
Gifts/Other Retail *	<input type="text" value="\$"/>	Alcohol *	<input type="text" value="\$"/>
Grand Total	<input type="text" value="\$ 0"/>	Select Currency Type (\$)	<input type="text" value="- Choose -"/>

Share Detailed Comments of the Variables That Dramatically Impacted Your Sales by (+/-).

Example: Two weekends this month were rained out. (Select Appropriate Variable Below: Weather) Please Note: Your comments can be viewed by all, be mindful of what content you are sharing.

Select Appropriate Variable	<input type="text" value="- Select -"/>	<ul style="list-style-type: none">• Staffing• Weather• Marketing• Equipment/Facility	<ul style="list-style-type: none">• Vendor Related• Technology• Other• Closed
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Category Qualifiers

of People Who Attend

- Please input the number of people who visited your farm.
- If closed, but doing curbside, please use <transaction count x 2>.
- If you have non-ticketed seasons, please use <transaction count x 2>.

\$Labor Costs

- Include cost of labor including taxes, but not benefits. Report owners comp as part of labor when the draw is taken (monthly, quarterly or annually)

E-Commerce Sales

- Please enter your sales that were generated from your online platform only. Please note this DOES NOT include event ticket sales.

Off-site Farmers' Market Sales

- Including: All off-farm sales; fruit, veggie, bakery goods, canned/jarred goods.

Retail Agriculture Products

- Including: All fruit & vegetable sales grown or brought in and sold on-site, harvested Christmas trees, straw, corn stalks, harvested pumpkins, gourds, milk, honey, meat, etc.
- Excluded/Different: Garden Center Sales

Wholesale Agriculture Products

- Including: All fruit & vegetable sales sold wholesale, Christmas trees, straw, corn stalks, pumpkins, gourds, milk, % income from rental of my farm land etc.

Pick-Your-Own

- Including: Sold by weight, by bag, or U-cut. Sales generated from products customers harvest in the field.

Pick-Your-Own Admission Sales

- Including: Income generated from admission to your production fields.
- Excluded/Different: If you have entertainment included which should be entered as Entertainment Admission.



Category Qualifiers

Entertainment and General Admission Entry Sales

- Including: haunts, corn mazes, playgrounds, etc.
- Excluded/Different: Up Charge for Pay-to-Play and Events above normal admission should be entered into Festivals & Events.

Entertainment Pay-to-Play/Extra Sales

- Including: If your farm is just "pay for each activity" or you upcharge activities; corn cannons, face painting, apple blasters, gem mining, pony rides, train rides, hay wagons, bull riding, paintball, mini golf, slides, zip lines, rock climbing, etc.

Festivals & Events

- Including: birthday parties, field trips, educational activities, corporate events, weddings, photography events, campfires, adult only events, character breakfasts, and additional charge separate from or over admission. Examples might include VIP Honey tours or Breakfast with the Easter Bunny.

Food Consumed on the Farm

- Including: Cafe, Caramel Apples, Kettle Corn, Ice cream, beverages (not alcohol), food trucks, revenue from on-farm food concession rental arrangements (rent), and any other food sold to be eaten on the farm.

Garden Center, Nursery, & Potted Plant Sales

- Including: All plant material; Annuals, Perennials, Shrubs, Sod, and Trees
- Excluded/Different: hard goods entered under "Gifts/Other Retail." Mulch, etc. should be included as "Retail Agriculture Products."

Bakery

- Including: All take home baked goods; Pies, bulk donut sales, etc.
- Excluded/Different: Jams and jellies would be entered under Value Added.



Category Qualifiers

Value Added Sales

- Including: Items grown on the farm to which you add value. Painting gourds, jams, jellies, canned goods, cheese, sweet cider, etc.
- Excluded/Different: Private label items are included in "Gifts/Other Retail." All bakery items should be entered under "Bakery." All alcoholic items should be entered under "Alcohol."

Gifts/Other Retail

- Including: Private label items, Giftware, Clothing, Souvenirs, etc. This is the Retail "catch all" category.

Alcohol

- Including: All alcohol sales; wine, hard cider, brewery sales, mead sales, and taproom/tasting alcohol sales whether the alcohol is produced on site or brought in.

Share Detailed Comments of the Variables

- Please use this space to share any comments that would have dramatically impacted your sales. This is a great place to report examples such as "My online platform went down" or "25% of my staff was ill." Providing your details will help to explain any variables we are seeing in the benchmarking platform for your numbers. PLEASE NOTE: These comments are publicly seen.

Select Appropriate Variable

- Select the appropriate variable category, based on your detailed comment provided above. This will help us measure and track inputs to sales (+/-) due to weather, staffing, inventory, etc.